



Decide with Confidence

Infocredit D&B is now Dun & Bradstreet Singapore

Rebranding leverages the strength of the D&B brand: Decide with Confidence

Singapore, 7 August 2006 — Infocredit D&B (S) Pte Ltd today announced that it has changed its name to Dun & Bradstreet Singapore Pte Ltd, with immediate effect.

The new name re-positions the company's brand more prominently as an associated company of New Jersey, U.S.-based D&B, formerly known as Dun & Bradstreet, which identifies itself as the leading provider of global business information and insight.

The shareholding structure of the company remains unchanged as D&B Singapore stays as a joint venture between local partner Infocredit Holdings and D&B. D&B Singapore provides credit risk information reports and services and operates the SME Credit Bureau and Singapore Business Toolkit.

"We recognised the potential locked in the D&B brand," says Mr William Lim, Executive Director, D&B Singapore. "The 165-year-old D&B brand has great name recognition, and will open doors for the company as we evolve in the next few years from being a data provider delivering reports to mitigate risk, to a source of business insight, helping our customers increase revenue, identify savings and as a result drive growth and profitability."

He adds: "D&B Singapore leverages off D&B's business, which is built on collecting, aggregating, editing and verifying information from thousands of global sources every day. We have access to the world's largest and best quality global commercial business information database in the marketplace, which celebrated a milestone when the database reached 100 million business records." D&B is also able to turn this data into business insight with its patent-pending proprietary quality assurance process called DUNSRight® – which sets it apart in the marketplace. The process involves five steps in which D&B ensures that what it provides to customers allows them to make decisions with confidence about credit risk, suppliers, or targeted sales and marketing activities.

Internationally, D&B Singapore is part of the D&B Worldwide Network that has a leading presence in more than 200 major markets around the world – an alliance that dramatically strengthens D&B Singapore’s value proposition for customers by enhancing the breadth and depth of its global data coverage.

Mr Lim adds: “The rebranding reinforces our commitment to embody the same culture at D&B that is built on the strength of our people. Our aspiration – ‘To be the most trusted source of business insight so our customers can decide with confidence’ – reflects our commitment to providing our customers with the best possible tools so they can make business decisions confidently. The combination of a strong set of assets and a culture of leadership forms a competitive edge that is unique in corporate Singapore.”

Says Mr David Justinus Emery, President of Dun & Bradstreet (D&B) Asia Pacific: “Today, D&B’s owned entities and partnerships outside the U.S. contribute more than 60 percent of the records in our international business database, showing that D&B’s success lies not only in having a winning strategy in the U.S. but also in establishing strategic partnerships with leading business information providers such as D&B Singapore. We believe that the rebranding to Dun & Bradstreet Singapore will further contribute to D&B’s global brand proposition.”